

EC'd Yes Last Received: 09/17/2012 2:08 PM Showing Buylines: All Lines

| | | |
|--------------------------------|--------------------------------------|----------------------------------|
| Station WAVY-TV NORFOLK, VA. | Agency () WATERFRONT STRATEGIES | Rep Firm |
| Advertiser () MAJORITY PAC | 3050 K ST NW | Sales Office () PHILADELPHIA |
| Product SENATE MAJORITY PAC | WASHINGTON, DC 20007 | Salesperson () ANJIE BRADY |
| Estimate# 1796 | Agency C/P1/P2/E 94/100/1796 | |
| Buyer Spencer Wood | Flight Dates 09/18/2012 - 09/24/2012 | Salesperson Phone# 215-567-6005 |
| Phone# | Hiatus Weeks | Salesperson FAX# 215-567-5938 |
| Fax# | | |

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 41,100
PLS CONFIRM ASAP
THANKS, ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|---------|-------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-F | 5A-6A | WAVY NEWS-5A | :30 | \$700.00 | 09/18-09/21 | 2 | 1 | 2 | \$1,400.00 | |
| | 2 | SA | 7A-8A | WAVY NWS SAT7A | :30 | \$800.00 | 09/22-09/22 | 1 | 1 | 1 | \$800.00 | |
| | 3 | SU | 7A-8A | WAVY NWS SUN7A | :30 | \$800.00 | 09/23-09/23 | 1 | 1 | 1 | \$800.00 | |
| | 4 | SU | 8A-9A | SUNDAY TODAY SHOW | :30 | \$1,200.00 | 09/23-09/23 | 1 | 1 | 1 | \$1,200.00 | |
| | 5 | TU-F | 9A-10A | TODAY SHW2-NBC | :30 | \$500.00 | 09/18-09/21 | 4 | 1 | 4 | \$2,000.00 | |
| | 6 | TU-F | 10A-11A | TODAY SHW3-NBC | :30 | \$400.00 | 09/18-09/21 | 4 | 1 | 4 | \$1,600.00 | |
| | 7 | TU-F | 12P-1P | WAVY NEWS10-NN | :30 | \$300.00 | 09/18-09/21 | 4 | 1 | 4 | \$1,200.00 | |
| | 8 | TU-F | 530P-6P | WAVY10NWS-5.30 | :30 | \$1,500.00 | 09/18-09/21 | 1 | 1 | 1 | \$1,500.00 | |
| | 9 | TU-F | 6P-630P | WAVY NEWS10-6 | :30 | \$1,800.00 | 09/18-09/21 | 2 | 1 | 2 | \$3,600.00 | |
| | 10 | SU | 6P-7P | WAVY NEWS10-6 | :30 | \$500.00 | 09/23-09/23 | 1 | 1 | 1 | \$500.00 | |
| | 11 | TU-F | 7P-730P | ENT TONIGHT 30 | :30 | \$1,500.00 | 09/18-09/21 | 1 | 1 | 1 | \$1,500.00 | |

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Product SENATE MAJORITY PAC WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1796 Agency C/P1/P2/E 94/100/1796 Salesperson Phone# 215-567-6005
Buyer Spencer Wood Flight Dates 09/18/2012 - 09/24/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|-------------|-----------------------|-----|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 12 | SU | 815P-1130P | SUNDAY NIGHT FOOTBALL | :30 | \$10,000.00 | 09/23-09/23 | 2 | 1 | 2 | \$20,000.00 | |
| | 13 | TU-F | 1135P-1235A | TONITE SHW-NBC< | :30 | \$500.00 | 09/18-09/21 | 1 | 1 | 1 | \$500.00 | |
| | 14 | TU-F | 1235A-135A | J FALLON-NBC< | :30 | \$150.00 | 09/18-09/21 | 1 | 1 | 1 | \$150.00 | |
| | 15 | M | 5A-6A | WAVY NEWS-5A | :30 | \$700.00 | 09/24-09/24 | 1 | 1 | 1 | \$700.00 | |
| | 16 | M | 9A-10A | TODAY SHW2-NBC | :30 | \$500.00 | 09/24-09/24 | 1 | 1 | 1 | \$500.00 | |
| | 17 | M | 10A-11A | TODAY SHW3-NBC | :30 | \$400.00 | 09/24-09/24 | 1 | 1 | 1 | \$400.00 | |
| | 18 | M | 12P-1P | WAVY NEWS10-NN | :30 | \$300.00 | 09/24-09/24 | 1 | 1 | 1 | \$300.00 | |
| | 19 | M | 6P-630P | WAVY NEWS10-6 | :30 | \$1,800.00 | 09/24-09/24 | 1 | 1 | 1 | \$1,800.00 | |
| | 20 | M | 1135P-1235A | TONITE SHW-NBC< | :30 | \$500.00 | 09/24-09/24 | 1 | 1 | 1 | \$500.00 | |
| | 21 | M | 1235A-135A | J FALLON-NBC< | :30 | \$150.00 | 09/24-09/24 | 1 | 1 | 1 | \$150.00 | |

--REPORT TOTALS--
Report Totals: 33 / \$41,100.00

--SALES MONTHLY TOTALS--

Sep 12: 33 / \$41,100.00
Sales Totals: 33 / \$41,100.00

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3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 94/100/1796
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Station Totals: 33 / \$41,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|---------|----------|----------|---------|---------|
| Market Totals | \$100,244 | CATV 0% | WAVY 41% | WGNT 6% | WPXV 0% | WTKR 7% |
| | | WTVZ 3% | WVBT 13% | WVEC 30% | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE